



MAN in every grade of life will find that to purchase their requirements in The Men's Store is to ensure the utmost satisfaction. Not only are the assortments larger and more exclusive than may be found elsewhere, but the "Buying Power" of this Company enables us to set a lower standard of prices, maintaining at the same time a higher grade of values than you could obtain elsewhere.

Specialty Shop
Masculine Needs

to purchase their requirements
most satisfaction. Not only
than may be found elsewhere,
ies us to set a lower standard

Store is particularly well
suited for young men, more mature
models for careful dressers.
The style is classic and standard of workman-
like, sizes for the man who
wears sleeves, the shoulders or the
same time, a jaunty waist-

... every necessity has been
... varied range of necessities for
... which are graded to meet all
... is capable of filling a long-

needs of high-grade qualities
anywhere.

But it is England which is placing the greatest reliance on advertising. The hostilities began millions of dollars' worth of space was reserved for the billboard space has been used to rouse every able-bodied man to his duty to enlist.

This campaign has been as fruitful of results as advertising always is, and the millions of men whom Lord Kitchener expects to lead against the Germans this spring will be an army whose education is largely due to the power of printers ink.

* * *

Why cannot people be allowed to laugh more? It sometimes happens that if western folk had actually laughing habit, being perhaps so darned religious after the Ontario fashion of late too the make scheming and planing somebody up. The pundits of the west would be

Even the classified columns of the newspapers—the columns where the help wanted and similar advertisements are printed—are full of reflections of the way of life.

A metropolitan advertiser that he will go to the front if some one will give him a machine. Another man

...all experienced the trans-
ferring, rejuvenating power
and time. "Booze is not neces-
sary," a good time," is not pos-
sible within one's self."
and partially artificial cheer-
fulness of the great natural
of the world. Those Ontario
men, who warm over the West
and nation-wide in the insur-
gation of the National Policy by Sir John

frivolous and of no second kingdom of heaven. Imagine a holiday with Mr. Shearer, and Dr. Chown!

A complete revolution in your physical and mental being takes you seeing an amusing comedy

[illegible][illegible]

The Liberals have reduced it only 2½ per cent.

1

GETTING THE SCRIP IDEA

Just a Moment!

If You didn't start Saving

Scrib

yesterday, to-day is the time to begin

ASK FOR IT!

Exclusive Designs

"MADE IN CALGARY"

The well dressed lady is provoked when she sees a duplicate of her expensive gown shown in the window and worn on the street. The same applies to her jewelry.

To avoid this we employ a staff of skilled designers and workmen. This enables us to show you the newest creations in jewelry which besides being exceptionally good value owing to it being direct from the manufacturer to the wearer, has an individuality about it not found in stock patterns.

We are showing an exceptionally attractive line of Eastern Novelties such as Pendants, Crosses, Brooches, etc. It may surprise you to know we make such things in Calgary. The splendid values may also surprise you. We will appreciate a visit from you.

D. E. BLACK & Co., Limited

Jewellers and Diamond Merchants, Herald Building

Canada's Most
Famous
Instruments

Gerhard Heintzman

The Piano for the Home

Built by a Master

Now—Several months ago in order to oblige the necessity of having to lay off a large portion of our factory force, Mr. Gerhard Heintzman decided to sacrifice profits during the term of the war in order to stimulate the sale of pianos so as to keep every employee working part time at least. So far our factory has been running in time with full force. Buy your piano now. Help Canadian workmen and incidentally save money.

Send for Catalog and Special Discount Sheet.

Terms Arranged.

Piano and Victrola Parlors

210 Seventh Ave. W.

Opp. Hudson Bay

C. B. CLARKE, Mgr.

FOR A CHEERFUL FIRE IN YOUR FIREPLACE

Baniff Hard Coal BRIQUETTES, \$6.40 per ton

THERE'S NOTHING BETTER

LOTT & CO., LTD., Ground Floor, Dom. Bk. Bldg.

CUSTOMS CANADA

Port of Calgary, Alta.

March 25th, 1915.

CUSTOMS SALE BY

PUBLIC AUCTION

NOTICE is hereby given that a sale of

N. B. Auctioneers, under the provisions

of the Customs Act, will be held on

Tuesday, April 27th, at 10 o'clock, at the

Customs House, Calgary, Alberta, of the

following goods, to-wit: (1) A quantity of

fine quality, black, Brimingham Terry

T-shirt, (2) A quantity of fine quality,

black, Brimingham Terry T-shirt, (3) A

quantity of fine quality, black, Brimingham

T-shirt, (4) A quantity of fine quality,

black, Brimingham Terry T-shirt, (5) A

quantity of fine quality, black, Brimingham

T-shirt, (6) A quantity of fine quality,

black, Brimingham Terry T-shirt, (7) A

quantity of fine quality, black, Brimingham

T-shirt, (8) A quantity of fine quality,

black, Brimingham Terry T-shirt, (9) A

quantity of fine quality, black, Brimingham

T-shirt, (10) A quantity of fine quality,

black, Brimingham Terry T-shirt, (11) A

quantity of fine quality, black, Brimingham

T-shirt, (12) A quantity of fine quality,

CALGARY

PHOTO

Engraving

COMPANY

222 Eighth Ave. W.

Makers of

CUTS THAT

PRINT

Scrib

The 1915

New Wall Paper

"Best Yet"

Linton Bros.

Calgary, Alberta

Which is the Happier?

Scrib

The 1915

New Wall Paper

"Best Yet"

Linton Bros.

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Which is the Happier?

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The 1915

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"Best Yet"

Linton Bros.

Calgary, Alberta

Which is the Happier?

Imperial Russian is confronted with

the loss of the most serious resources of the

war in the vast military resources of

Russia. Just how enormous the re-

serve strength of the Czar actually is

may be judged from the expenditure of

the empire, which is \$10,000,000 in

Roubles. Russia alone. Under the

Russian military law every citizen male

is liable to be conscripted in the active

army at the age of twenty-one years.

Service is for three years, after which

each man continues to be a part of

the so-called "reserve" army up to the

age of thirty-five. For four years

more he is entitled to live reserves.

Russia's standing army in time of

peace, Germany's troops numbered

500,000 men before the opening of the

war, while Russia's total was 400,000.

The Czar's forces on a permanent

basis total 1,500,000 soldiers, or nearly

100,000 more than both Germany and

France.

In time of war the active army, that is,

the soldiers between the ages of

twenty and thirty-five, numbered

1,000,000 men. This is a conservative

figure, which numbers 1,000,000 men.

The total effective force of the Czar,

therefore, is the 1,500,000 men, or

nearly three times as great as that of

Germany, which is estimated at 400,000

men.

Even with the German and Austro-

Hungarian forces, Russia's great mili-

tary has the vastly superior force. Aus-

tro-Hungary's strength, estimated at

1,000,000 men, is not so great as the

Czar's. A total of 1,500,000 is still

about four times the Czar's.

Japan's success in her conflict with

Russia was not due to lack of Russian

military strength, but to the fact that

the latter forces fought more than

1,000,000 men. Russia's great mili-

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century Russia has been denied the

use of the Straits of the Bosphorus for

her war ships. Now she is prepared

to use the Straits of the Bosphorus

with the guns of her ships and to send

her Black Sea fleet to the East.

The man in whose hands the destiny

of the empire is the Czar, who is

Gen. Joffre. His personal method of

war is interesting. It consists in al-

ways found most reliable, general

investigation, talks on special subjects

with the latest available authorities,

military assistance.

The ordinary person reading the official

bulletin is likely to draw the conclu-

sion that the war is going along in

vague, spiritless steps of war, each

man's jobing to the support here and

there, now and then, at best, of the

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Here is some very interesting docu-

ment by Paul Scott, Moscow, the

well-known correspondent, and dated

from Paris.

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